*United States Committee for*

# UNICEF

*331 East 38th Street*
*New York, N.Y. 10016*

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NEW YORK, NEW YORK
PERMIT No. 2554

T NELSON
BX 1546
POUGHKEEPSIE NY 12603

*Helping children* *build a better world*

United Nations Children's Fund

*Administrative Offices: 331 East 38th Street, New York, N.Y. 10016. (212) 686-5522*

*United States Committee for*

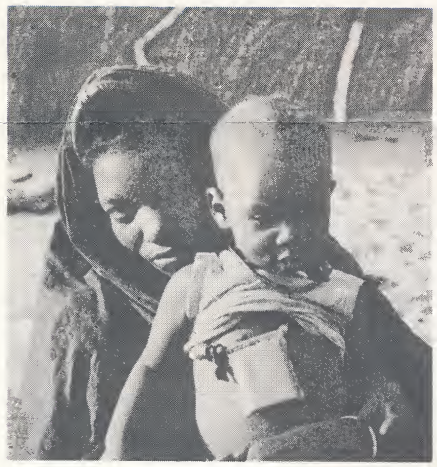
# UNICEF

*United Nations Children's Fund*

October 1968

**HELP UNICEF HELP CHILDREN**

▪ The proceeds from one box can provide the vaccine to protect 50 children against tuberculosis.



▪ Two boxes can provide 120 servings of a protein rich milk substitute.

▪ Five boxes can provide a three year treatment for two children suffering from leprosy.

Dear Friend:

Wouldn't it give you a good feeling to know that the money you spend for Christmas cards -- which can add up to quite a lot these days -- was also helping a worthwhile cause? And especially if those same cards were the finest in quality and design that money can buy?

More and more people are discovering that they can have this double satisfaction by choosing UNICEF Greeting Cards -- cards which benefit the work of the Nobel Prize-winning United Nations Children's Fund. Designed and donated by some of the world's most famous artists, UNICEF cards help provide nutrition, medicine and schooling for underprivileged children all over the world. With the proceeds from one box alone, for example, 50 children can be protected against tuberculosis.

Through UNICEF, you can put a little more meaning into the holiday season and solve your own Christmas card problem at the same time. There is a wide variety of designs from which to choose, all illustrated in full color in the enclosed brochure. Some are seasonal and religious; others are non-seasonal and secular; and many are ideal for year round use. All are a wonderful way of expressing your holiday wishes, and all will help children in need, somewhere in the world.

So this year why not let your greetings help a child? We'll see to it that your mail order is handled promptly and carefully, including any imprinting requirements you may have. All you need do is put it in the mail to us.

You'll be doing more good than you perhaps realize.

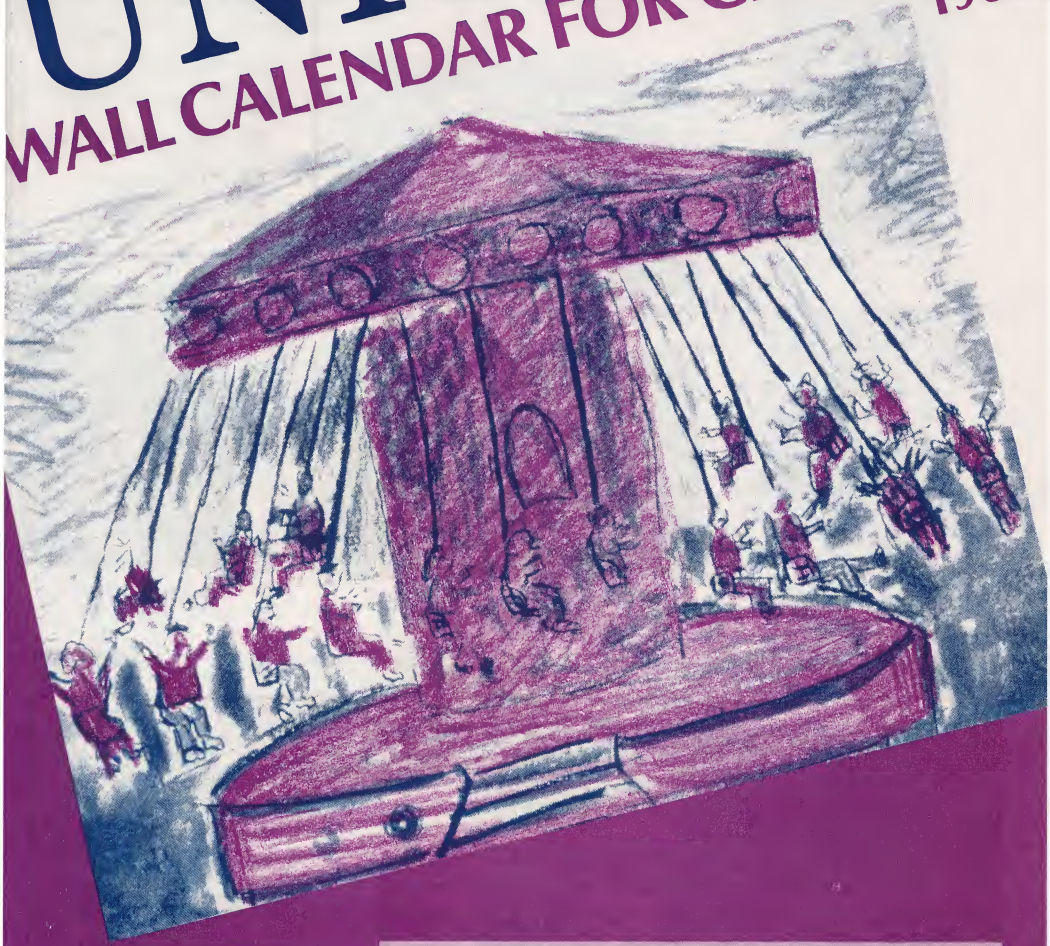
Sincerely,

Olga B. Gechas

Olga B. Gechas
Director
Greeting Cards

1968

# UNICEF'S WALL CALENDAR FOR CHILDREN 1969



*Featuring Children's Art from around the World*

*$1.00 per copy*

**UNICEF's Wall Calendar for Children**

Delightfully illustrated with children's art from around the world, UNICEF's Wall Calendar spots and tells about many well known and not so well known holidays in all parts of the world.

With twelve full color illustrations—one for every month of the year — there is an entire separate section at the end which describes 25 different religious and secular holiday customs and how they are celebrated. Guy Fawkes Day in England, Bastille Day in France, Boys Day in Japan are just a few which are included along with a page of Suggestions for Further Reading.

Attractive as well as informative, UNICEF's Wall Calendar for 1969 is a gift which children will want to use and keep long after the year has ended.

32 pages in a Gift Envelope. **$1.00 per copy.**

# UNICEF

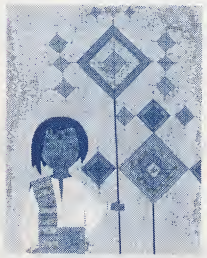
## Birthday Cards

All designs come with a Happy Birthday message in the five official languages of the United Nations.

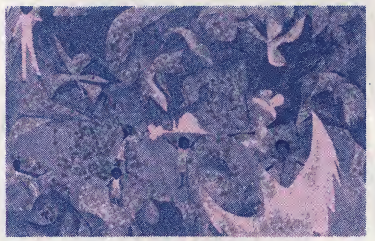
敬 Happy Birthday
賀 Joyeux Anniversaire
壽 Feliz Cumpleaños
辰 С Днем рождения

Bouquet by Edith Lange

Joyful Circle by Evelyn Favus



Eyes of God by
James Varner Parker



Enchanted Forest by Lucy Calenda

Two of a Kind by
Chuah Thean Teng

500E Birthday Assortment — Two cards each of five designs — $1.50

**LINGO — PLAYED JUST LIKE BINGO**

LINGO makes it fun for children to learn languages and good nutrition at the same time. One worldwide mission of UNICEF is to help people learn about proper foods for children to identify these foods in French, Spanish, and English.

For children 6-12, pre-schoolers can play by the pictures; older youngsters, in any of the languages. Two, three, or four can play. International in scope, LINGO is an educational and exciting game. **$2.00 a set**

**THE UNICEF CHILDREN'S MOBILE CAROUSEL**

Designed to enchant every child is this gaily colored Mobile Carousel that spins and twirls to show children from all over the world—happily astride their native animals.

Above the riders are secret windows that open to show children how to say, "Hello" in the languages of twelve different countries.

**$1.00 each**

## ORDER FORM

Please Fill In This Information For Our Files, Including Zip

Name _____

Address _____

City _____ State _____ Zip _____

| ITEM | QUANTITY | PRICE, EACH | AMOUNT |
|---|---|---|---|
| UNICEF Wall Calendar | | @$1.00 | $ |
| UNICEF Train Puzzle | | @$1.50 | $ |
| UNICEF'S Festival Book | | @$2.00 | $ |
| UNICEF Children's Mobile Carousel | | @$1.00 | $ |
| #500E Birthday Assortment | | @$1.50 | $ |
| Lingo Game | | @$2.00 | $ |

FOR OFFICE USE ONLY
Disc. _____
M/R _____
Post _____
A/P _____

TOTAL $ _____

A small amount to defray postage and handling $ _____

I am adding a small contribution (tax-deductible) for UNICEF $ _____

TOTAL AMOUNT ENCLOSED $ _____

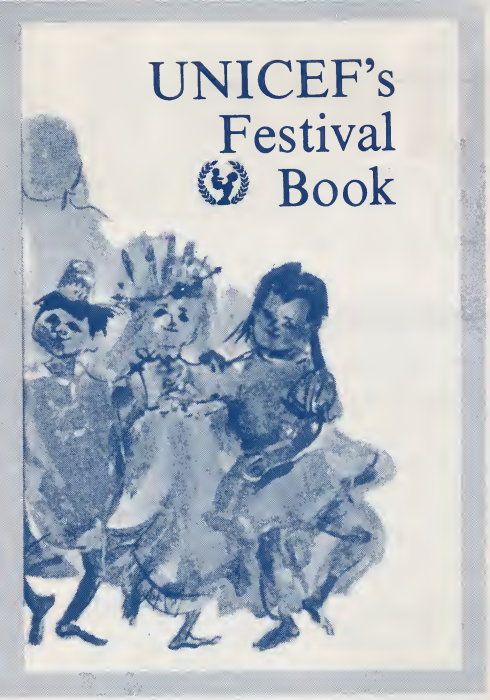
**SHIPPING LABEL — PLEASE PRINT CLEARLY**

**FROM:** U. S. Committee for UNICEF Greeting Cards, P. O. Box 22, Church St. Station, New York, New York 10008

Name _____

Address _____

City _____ State _____ Zip _____

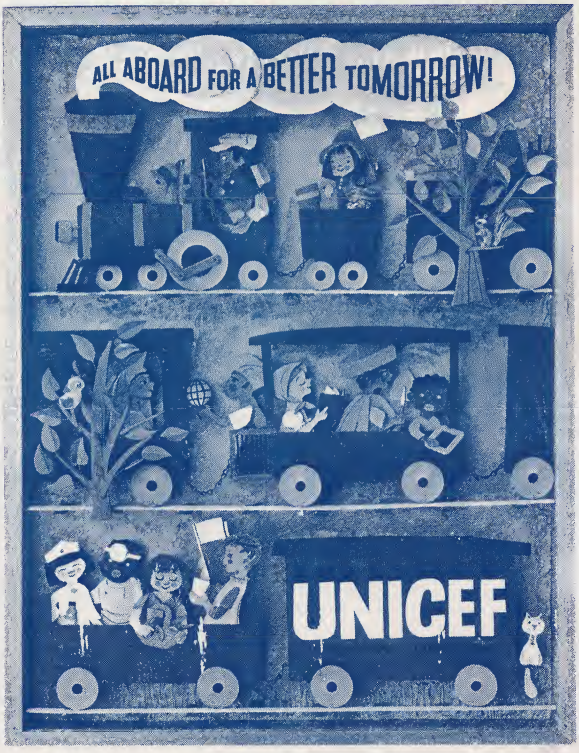



**UNICEF'S FESTIVAL BOOK**

This charming book tells of different holidays around the world, and how children celebrate them. Here in gay pictures and words are all the color and excitement of Christmas in Sweden, the Netherlands and Mexico; Divali in India; New Year's in Iran and Ethiopia; Easter in Poland; the Buddhist Water Festival in Thailand; the End of Ramadan in Pakistan; Hanukkah in Israel; the Doll Festival in Japan; and Halloween in the U.S.A.

Beautifully illustrated with twelve full-color paintings, UNICEF's Festival Book is a delight for every child. Text by Judith Spiegelman. Illustrations by Audrey Preissler. Hard cover, 28 pages.

**$2.00 a copy**




# UNICEF Train Puzzle

## All Aboard For A Better Tomorrow

Children that like puzzles will be delighted with the UNICEF Train Puzzle made from one of UNICEF's most popular posters.

Recommended for ages between six and ten, the finished size is 12″ x 18″. 60 pieces in a gift box.

**$1.50 each**

FROM.....

.....

.....

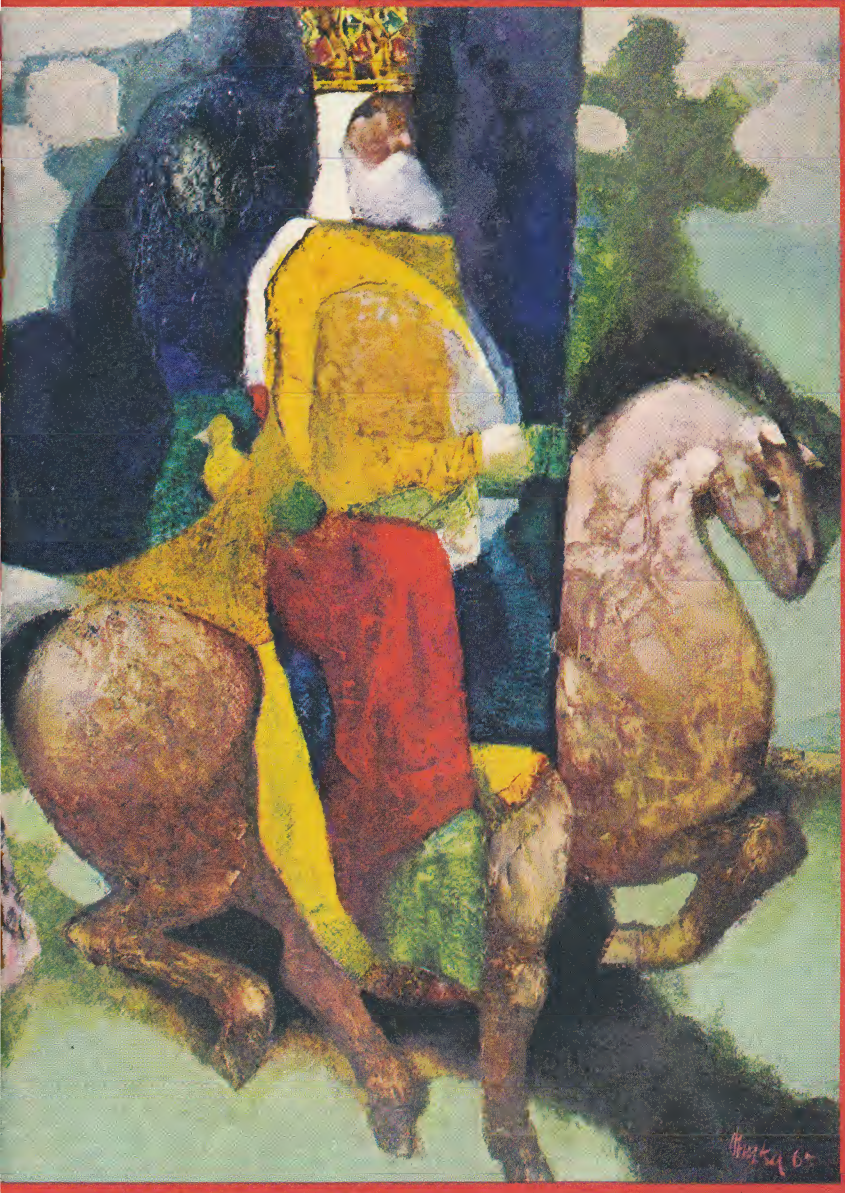
U. S. Committee for UNICEF
P. O. Box 22
Church Street Station
New York, New York 10008

## Our Apologies . . .

If you receive more than one mailing from us, please bear with us. We know how wasteful it must appear. However, as many friendly organizations contribute their mailing lists to us, it is possible that your name is on many other lists. To check for duplications is prohibitively expensive and in many instances impossible. In fact our studies show that we actually save money by mailing these lists as we receive them, and we'd rather put the savings to work for sick and hungry children. We hope you will therefore share any extra copies with friends or neighbors.

***United States Committee for UNICEF***

# GREETING CARDS



UNICEF

UNITED NATIONS
CHILDREN'S FUND

Every beautiful wish you extend to a friend on a UNICEF greeting card can give health or learning or life itself to a child you will never know. He is one of 800,000,000 children in the impoverished areas assisted by UNICEF, but imagine just one . . .

Ask this child, "What do you want to be when you grow up?" His answer may well be, "Alive."

He has survived, thus far, the disease and poverty, the fear and hunger and ignorance that have been his "child's garden".

But he has learned not to look too far into the future.

It is the work of UNICEF to help assure that child not just of life but of the means to live it decently. He must be healed. He must be fed. He must be taught. He *must* grow up to be a constructive and productive human being. The world in its own self-interest owes him nothing less than this chance.

We ask you to enjoy the cards illustrated in this booklet. It is like wandering through an art gallery —page upon page of designs by some of the world's gifted artists, all of whom *donated* the fruit of their talents to UNICEF. Now, it is your chance to give—hope to a child, pleasure to your friends, satisfaction to yourself.

# YOUR GOOD WISHES CAN HELP A CHILD AS LONG AS YOU SEND THEM ON UNICEF GREETING CARDS

20F
CECILE JOHNSON
Skating—Rockefeller Center, New York

A familiar sight to New Yorkers, skaters of all ages move in endless procession around the Rockefeller Center rink. American artist Cecile Johnson stops them in mid-glide long enough to capture each graceful attitude, in colours so clear they seem to be lighted from within.

Available as greetings or notes.
Box of 10 cards, $1.50.

15F

# A CHILD MAY LIVE BECAUSE YOU WISHED SOMEONE WELL WITH UNICEF GREETING CARDS

15F
JIRI TRNKA · The King

Remember the king, always wise and just, of so many childhood tales? Trnka conjures him up with an authenticity born of his deep regard for children and their pursuits. (The Czech artist's puppet films, of which he is also producer and writer, have won him numerous international awards.)

Available as greetings or notes.
Box of 10 cards, $1.50.

4F
CAROLYN JABLONSKY · Procession

Not even the entrance of a unicorn disturbs the remarkable composure of the Magi. But then, as any child will tell you, the magic of Christmas is boundless! American artist Carolyn Jablonsky (advised perhaps by two small daughters) has captured a dream on canvas—and shares it, through UNICEF, with children everywhere.

Available as greetings or notes.
Box of 10 cards, $1.50.

4F

6F

**CLOTILDE PASQUIER · The Gift Bearers**

The star of wonder spins a tantalizing tracery of light in this young French artist's brilliant re-creation of Twelfth Night. What more fitting reminder of the needs of so many children than this—the Wise Men travelling from afar to bring gifts to an unknown Child!

Available as greetings or notes.
Box of 10 cards, $1.50.

6F

11F

**ETIENNE DELESSERT · Bird of Friendship**

What a tale could be told if the children would speak—breath-taking stories of in-flight adventure, vertiginous revelries, strange lands visited—all on the back of an obliging cockatoo. The young Swiss-born artist enchants many a parent with the books he writes and illustrates for children.

Available as greetings or notes.
Box of 10 cards, $1.50.

11F

12F

12F

**DONALD HAMILTON FRASER · Cathedral Spires**

This noted British artist seems to have sculptured a landscape from mammoth jewels, its centre-piece a flawless diamond piercing the ruby sky. Celebrated for the power and sweep of his landscapes, Fraser has been widely exhibited in England and America.

Available as greetings or notes.
Box of 10 cards, $1.50.

18F

18F

**PAW Oo THET · Asian Harbour Scene**

Busy little boats ply the Irrawaddy. Gaily coloured rooftops bask in the sun. And along comes a young Burmese artist to transform the riverside city, bit by marvellously detailed bit, into a delightful patchwork pattern!

Available as greetings or notes.
Box of 10 cards, $1.50.

2F

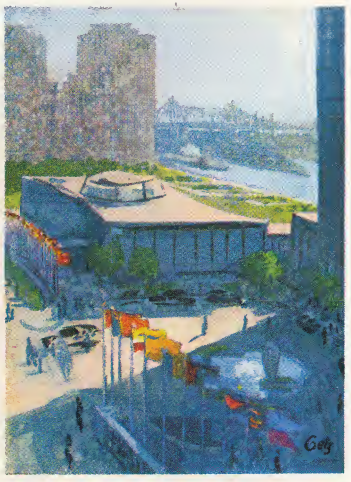
**SOSHANA · Tyrolean Village**

Well represented in the galleries and museums of four continents, Soshana has seen most of the world. But boundaries fade when she dips her brush. One refreshing result—an Alpine village of the artist's native Austria, painted with the restful airiness of a Japanese kakemono.

Available as greetings or notes.
Box of 10 cards, $1.50.

2F

16F



16F

**ARTHUR GETZ · United Nations Headquarters, New York**

Sunlight slants across the East River, bathing the UN Plaza in dazzling white and soft blue shadow. Widely known for his striking *New Yorker* magazine covers, this American artist imbues a familiar scene with the hope that renews itself with each beginning day.

Available as greetings or notes.
Box of 10 cards, $1.50.

17F

**TRUDI WEBER · Mexican Toy Fair**

The tiny green bird in the corner is Trudi Weber's signature, a detail typical of the whimsy that makes her work so enchanting. "I paint things the way I dream about them," says the Swiss artist, who, inspired by the brilliance and vigour of her adopted Mexico, began to paint at age 52.

Available as greetings or notes.
Box of 10 cards, $1.50.

9F

17F

9F

**JAMES STEVENS CURL · Holiday Tree**

Glorious bursts of light and colour! Was ever a tree more brilliantly laden? Young artist-actor-writer-musician-composer-poet Curl was born in Belfast, now lives in England, and currently applies his multifarious talents to designing and town-planning.

Available as greetings or notes.
Box of 10 cards, $1.50.

14F

**14F**
**KARL ZERBE · Cypher**

The German-born American artist paints ideographs with the precision of a gem-cutter—and achieves a striking abstract design. What does it say? Read into it what you will. The message is obviously joyous!

Available as greetings or notes.
Box of 10 cards, $1.50.

**13F**
**HILDE GRELLER · The Heralds**

Drawn with a child-like innocence so many artists seem to have forgotten, Hilde Greller's angels announce the glad tidings of old with new appeal. The painter lives in her native Germany and her works adorn many of that country's official institutes and embassies.

Available as greetings or notes.
Box of 10 cards, $1.50.

13F

DID
YOU KNOW...

one box of cards can buy enough penicillin to cure ten children of yaws?

DID YOU
KNOW...

five boxes can buy a six-month supply of sulfa tablets, to combat infection, for a mother and child health centre?

# ORDER FORM

## General Information

All cards in this brochure, except the Special Edition design 319F, which is larger in size and on heavier paper, measure 4⅜" x 6⅛". (See cover for actual size). They are sold in boxes of ten with matching envelopes, although you may specify your willingness to receive your cards in a bulk package.

All "Greetings" come pre-printed with a Season's Greetings message in the five official languages of the United Nations: English, French, Spanish, Russian and Chinese. A sample of the regular greetings message is shown at right.

All designs are also available as Note Cards, with no message on the inside pages, and are ideal for year round use.

To order personalized "Greetings" with your name, or personalized "Notes" with your name and a different message, please see Imprinting Instructions and use special space on the Order Form.

Sample Greetings Message

## To order Non-Personalized Cards — Greetings, Notes, Calendars

Indicate the design number shown under illustrations: 1F, 2F, 3F, etc., indicating the number of boxes of Greetings or Notes in the proper column.

Special spaces have been provided for the Calendar and Special Edition card 319F.

As design 1F is only available as an assortment, single cards from this series may not be ordered separately.

**GIFT ORDERS:**
All gift orders of cards or calendars will include a gift notice card with the sender's name. For more than one gift order, please attach separate instructions.

**REMITTANCE:**
To avoid possible loss, please do not send cash or stamps. Please make check or money order payable to: U.S. Committee for UNICEF—Greeting Cards.

## To order Personalized Cards — Greetings or Notes

The additional cost for imprinting your name, and space for imprinting instructions, which is also indicated on the order form is $4.00 for one to 10 boxes; and a flat rate of $.40 per box for ten boxes or more.

"Greetings" may be printed with sender's name or names. A sample personalized Greeting is shown below. For more than one imprint, please attach separate instructions.

**NOTE CARDS** may be imprinted with a different inside message such as Merry Christmas and Happy New Year, with name or names for the same additional imprint cost.

You may frame your own message or choose one of the sample messages shown below by indicating Sample A or Sample B and name or names.

Personalized Greeting

Personalized Note
Sample A

Personalized Note
Sample B

# ORDER FORM

FOR OFFICE USE ONLY
Impr. _____
Disc. _____
M/R. _____
Post _____
C. F. _____

Please Fill In This Information For Our Files, Including Zip

Name _____

Address _____

City _____ State _____ Zip _____

### CARDS NOT PERSONALIZED

| DESIGN NUMBER | NUMBER OF BOXES | | COST PER BOX | TOTAL COST |
|---|---|---|---|---|
| | GREETINGS | NOTES | | |
| # | | | @ $1.50 | $ |
| # | | | @ $1.50 | $ |
| # | | | @ $1.50 | $ |
| # | | | @ $1.50 | $ |
| #319F | | | @ $2.50 | $ |
| CALENDARS | QUANTITY_____ | | @ $2.50 | $ |

### PERSONALIZED CARDS

Additional Imprinting Cost: one to ten boxes=$4.00
over ten=$.40 per box

| DESIGN NUMBER | NUMBER OF BOXES | | COST PER BOX | TOTAL CARD COST | ADDITIONAL IMPRINTING COST | TOTAL COST |
|---|---|---|---|---|---|---|
| | GREETINGS | NOTES | | | | |
| # | | | @ $1.50 | $ | $ | $ |
| # | | | @ $1.50 | $ | $ | $ |
| #319F | | | @ $2.50 | $ | $ | $ |

NAME AND/OR MESSAGE—PLEASE PRINT CLEARLY

☐ YOU MAY SEND MY ORDER IN A BULK PACKAGE RATHER THAN IN INDIVIDUAL BOXES OF TEN IF THIS WILL SAVE HANDLING EXPENSES FOR UNICEF.

| | |
|---|---|
| TOTAL COST | $ |
| **A small amount to defray postage and handling** | $ |
| **An additional contribution (tax deductible) for UNICEF** | $ |
| **TOTAL AMOUNT ENCLOSED** | $ |

**SHIPPING LABEL—Please Print Clearly**

**From:**

U.S. Committee for UNICEF
Greetings Cards
P.O. Box 22 Church St. Station
New York, New York 10008

**To:**

Name _____

Address _____

City _____ State _____ Zip _____

## A Word about the U.S. Committee for UNICEF...

The sale of UNICEF Greeting Cards in this country is sponsored by the U.S. Committee for UNICEF—a non-profit organization which was established in 1947 to stimulate public participation in the work of the United Nations Children's Fund.

The Committee carries on its work with the help of thousands of volunteers and voluntary groups and its two main projects are "Trick or Treat for UNICEF" and the sale of UNICEF Greeting Cards. With so much voluntary help and support for its activities, the Committee is able to operate with minimum overhead and staff.

In building public knowledge and support for the work of UNICEF, the Committee has the full support of the United States Government, as well as all communications media who contribute space and time as a public service. The world's most distinguished artists donate the designs as their contribution to children in need.

Thus when you purchase UNICEF Cards and Calendars, by mail or from a local voluntary outlet, you can be sure that more than 50% of your entire purchase will be realized as proceeds to help children in need.

If you think your dollars don't go far these days . . . think of UNICEF . . . and of the thousands of volunteers who help make it possible for very little to go a very long way.

**OUR GUARANTEE:** Your interest in aiding the work of UNICEF is greatly appreciated. Therefore, if for any reason you are not completely satisfied with your purchase, please return it and we shall make an immediate adjustment or refund without delay.

**IF YOU RECEIVE AN EXTRA BROCHURE**—we hope you will kindly share it with a friend or neighbor. As many friendly organizations contribute their mailing lists to us, it is possible that your name is on many other lists. To check for duplication is prohibitively expensive and in many instances impossible. In fact our studies show that we actually save money by mailing these lists as we receive them, and we'd rather put the savings to work for sick and hungry children. We hope you will therefore share any extra copies with friends or neighbors. We would also be very grateful for the names of any friends and organizations that you feel would be interested in receiving a UNICEF Greeting Card brochure.

7F

7F
HAGOP G. KHOUBESSERIAN · Arctic Dance

Wonder of wonders, a tree in the treeless Arctic! Capped and mittened, booted and bundled, the children frolic around their treasure, making the most of winter's brief light. A naturalized Canadian, Khoubesserian brings to scenes of his new land a love of strong colour and folk design reminiscent of his Armenian heritage.

Available as greetings or notes.
Box of 10 cards, $1.50.

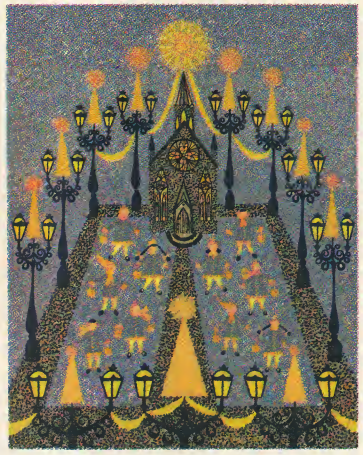
DID YOU KNOW...

ten boxes will buy a garden tool kit for a school nutrition programme?

DID YOU KNOW...

twenty boxes can provide a grant for a teacher's two-week accelerated training course?

8F



8F
PATRICIA BARTON · Snowy Eve

"As I painted that first picture, I returned to some sort of childish fantasy," recalls this American artist, who first put brush to paper in 1964. Since then, Patricia Barton has had several one-man shows in New York. The fantasy lives on in the star-decked street lamps, story-book church and doll-like children of this snowy Christmas scene.

Available as greetings or notes.
Box of 10 cards, $1.50.

5F

**5F JEAN EVE · Holiday Calm**

The hush that comes only with new snow pervades this lovely old village, its houses clustered around their church. Down the gentle slopes and across the fields, the crust of the snow remains unbroken. No creature stirs to interrupt the perfect peace—and the moment is preserved, in meticulous detail, by this fine French artist.

Available as greetings or notes.
Box of 10 cards, $1.50.

10F

**10F VINCENT HADDELSEY · Winter in the Cariboo**

Haddelsey remembers well the isolation of the British Columbian bush—and the family reunions that brightened the long, lonely winters. It was in these Cariboo mountain settlements that he taught himself to paint in the direct style so distinctively his. As in most of Haddelsey's work, beautifully drawn horses play prominent roles.

Available as greetings or notes.
Box of 10 cards, $1.50.

3F

3F
GISKEN GROSS · The Journey

Young Danish designer Gisken Gross records a scene of the first Christmas Eve, achieving with tiny, mosaic-like squares and triangles a great and stirring tenderness. A lovely star lights up the sky as the pair makes its way to shelter in this unusual design.

Available as greetings or notes.
Box of 10 cards, $1.50.

19F

**19F**
**ZORAVIA BETTIOL**
**The Balloon Vendor**

Caught up in the spirit of "Carnaval", a dazzlingly handsome Brazilian boy permits fervour—and brilliant balloons—to carry him away. Swirling leaves and an elegant cat complete the vibrant picture, a gift to UNICEF from the winner of Brazil's First National Prize in engraving.

Available as greetings or notes.
Box of 10 cards, $1.50.

World of Music
Africa

1F

1F

**TOM ECKERSLEY · World of Music (5 illustrations)**

From mountain top to desert reach, the air is filled with music—tinkling marimbas and twanging banjos, the call of alpenhorn, the beat of drums—as the children of five continents speak a universal language. Tom Eckersley, recipient of many British design awards, paints his musicians fortissimo, with a poster technique so lively and direct, you may catch yourself listening as well as looking.

Available only as a series:
two each of 5 designs, as greetings or notes.
Box of 10 cards, $1.50.

1F

World of Music
North America

1F

World of Music
Latin America

1F

World of Music
Europe

1F

World of Music
Asia

319F

**CHARLES BURCHFIELD · Orion in Winter**

"It is impossible for me to imagine anything better or more beautiful than this world." His own words are an apt memorial to Charles Burchfield, whose fifty years of crystallizing natural beauty made him one of America's most celebrated watercolourists. The last exhibition of this artist's award-crowned career was held three months before his death in 1967. "Orion in Winter" was one of the outstanding watercolours shown in this highly praised exhibition. UNICEF is honoured to present this magnificent expression of Burchfield's poetic vision, the winter night exploding with brilliance as Orion the Hunter brandishes his starry sword.

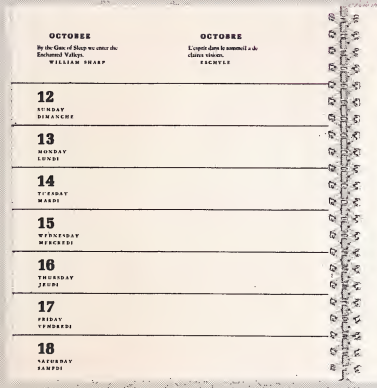
A larger size Special Edition Card.
Available as greetings or notes.
Box of 10 cards, $2.50.

319F

## TIMELY...TIMELESS...

The theme of this year's calendar is children depicted in a variety of drawing media—pencil, charcoal, ink, sanguine and wash. Fifty-four fine artists from twenty-three countries have contributed drawings never before reproduced by UNICEF. Each of these full-page illustrations provides a delightful glimpse into the magical world of childhood.

The calendar's 7½ x 6½" page size affords ample space for recording a whole week's activities. With its new vertical format, this spiral-bound publication opens like a book, and the pictures have been reproduced "back-to-back" so that, when the used engagement pages are removed, a splendid art book remains.



FELICITAS KÖSTER CASPAR | Sleeping Children | Enfants dormant

UNICEF's calendar is bilingual, offering text, and felicitous quotations, in both English and French for each week of the year.

The 1969 UNICEF Engagement Calendar comes in a self-mailing box with the possibility of enclosing a gift card. What *timelier* gift than an engagement calendar of the year ahead? What more meaningful gift than one that not only pleases the recipient, but also helps children in want all over the world?

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